



Guidance for SCC Acknowledgement

As part of a grant agreement with the State Coastal Conservancy, we require that grantees publicly acknowledge the Conservancy's funding for their project and/or program. This publicity helps demonstrate impact of Conservancy's grants which, in turn, helps to secure funding for future grant making. By including the Conservancy in your communications, you are helping to ensure that we can continue to fund vital restoration and access programs.

Prior to beginning the project, grantees must submit a plan to their project manager for acknowledgment of Conservancy support and, in the case of capital projects, the installation of signs at the project site.

For both capital and programmatic projects, the grantee should mention the Conservancy's support in its project-related press releases, contacts with the media, and social media postings, and on its website. Acknowledgement can come in many forms. Below are some suggestions, and we welcome new ideas or questions.

- Describe the Conservancy's involvement and link to the Conservancy's website (**scc.ca.gov**) on your website and/or project page.
- Acknowledge the Conservancy's funding and include the Conservancy's boilerplate (below) in press releases or media materials.
- Mention the Conservancy's support in media interviews.
- Include the Conservancy's logo on project signs, interpretive signage or materials produced for your project (typically required in construction and acquisition projects) (see separate [Logo and Signage Guidelines](#) document).
- Tag us and link to us on social media, particularly when talking about the project funded by a Conservancy grant. The Conservancy's accounts are:
 - o Facebook - **www.facebook.com/CoastalConservancy/**
 - o Twitter - **twitter.com/ca_coastal**
 - o Instagram - **www.instagram.com/ca_coastal/**
- Mention the Conservancy's support for your program in newsletters/email updates to your stakeholders and subscribers.
- Acknowledge the Conservancy's funding verbally during events.
- Invite your SCC grant manager to your events to attend or to table.
- Request brochures or signage from us.
- Note the Conservancy's funding in project documentation and reports.
- Mention the Conservancy's support in Annual Reports.

Please submit your Plan for Acknowledgement with your Work Plan to your Grant Manager. When submitting your Plan for Acknowledgement, please describe which of the tactics above you intend to employ, or explain other channels you propose to use.

Creating Inclusive Interpretive Materials:

Interpretive materials can reinforce the message that all visitors and their safe uses of outdoor spaces are welcome and respected and that the full story of the California coast comes from multifold perspectives. When developing interpretive materials, the Coastal Conservancy encourages grantees to refer to our [Inclusive Interpretive Materials Guidelines](#). Please contact your Grant Manager with any questions about how to apply these guidelines to your project.

Messages:

It is sufficient to simply state that the California State Coastal Conservancy provided funding for your project, but we welcome further description of the Conservancy's assistance or any technical expertise or non-financial support that was provided by the Conservancy. We hope to foster a greater understanding of the Conservancy's work through your acknowledgement.

Logo and Signage:

Please refer to the [separate Logo and Signage guidelines](#) to understand how and where to use our logo. If your project involved the California Coastal Trail, please refer to the [separate guidance document for CCT signage and logo use](#). We have logo files in JPEG, EPS and PNG in black & white and color.

Boilerplate:

Please include this text in press releases, and when describing the Conservancy's agency on your website:

The Coastal Conservancy is a California state agency, established in 1976, to protect and improve natural lands and waterways, to help people get to and enjoy the outdoors, and to sustain local economies along California's coast. It acts with others to protect and restore, and increase public access to, California's coast, ocean, coastal watersheds, and the San Francisco Bay Area. Its vision is of a beautiful, restored, and accessible coast for current and future generations of Californians.

Photo Release:

Photo Release: We encourage grantees to share photographs and other media demonstrating the benefits of Conservancy grants with us. However, grantees may only share photographs, maps, or other materials that either (1) you own the copyright, trademark, or have some other ownership rights in the materials, or (2) you have permission to use and have the authority to grant the Conservancy the permission to use such materials for non-commercial purposes. If the grantee submits photos, maps, or other materials, please confirm in writing that you are granting the Conservancy the unlimited right to use such materials for non-commercial purposes. Please note that unless otherwise stated, photographs and other media (including photographs of children and other vulnerable populations) shared with the Conservancy may be used for publicity and education by the Conservancy. Grantees should consider issues of copyright, consent, and privacy before sharing media with the Conservancy.

For more information:

Please contact the Conservancy's Public Information Officer [Taylor Samuelson](#), 510-286-4182, or your Grant Manager if you have any questions.